

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently amended) An advertisement transmitting system in which a first device which makes communication with a portable terminal, a second device which has print data registered therein, and a printer device which has a communication function and carries out printing are connected to each other via a communication network [[line]], the first device comprising:

a storage section which stores advertisement information ~~which produces an advertisement~~ that contains image information for an advertisement;

a production section which produces advertisement data that contains advertisement document information to be transmitted to the portable terminal by using advertisement information stored in the storage section; and

a transmission section which transmits advertisement data produced by the production section to the portable terminal via the communication network [[line]];

the second device comprising:

a receiving section which receives a request for printing an advertisement document contained in the advertisement data from the portable terminal via the communication network [[line]];

an acquiring section which acquires print data that corresponds to a request for printing an advertisement document received at the receiving section from advertisement information stored in the storage section via the communication network [[line]]; and

a registering section which registers print data acquired by the acquiring section,  
the printer device comprising:

an accepting section which accepts a request for printing the advertisement document;

a readout section which reads out print data registered in the registering section according to a request for printing an advertisement document accepted by the accepting section; and

a printing section which prints print data read out by the readout section;

wherein the advertisement information contains advertisement layout information, advertisement type information, and user profile information which is added to address information of the portable terminal and used to determine items suited for a user of the portable terminal who is a target of the advertisement.

2. (Original) An advertisement transmitting system according to claim 1, wherein the storage section stores advertisement information in response to advertisement identification information.

3. (Cancelled)

4. (Currently amended) An advertisement transmitting system according to claim 1, wherein the transmission section transmits the advertisement data as an E-mail.

5. (Currently amended) An advertisement transmitting system according to claim 1, wherein a portable terminal that receives advertisement data from ~~to which~~ the transmission section ~~transmits advertisement data~~ is registered in advance.

6. (Original) An advertisement transmitting system according to claim 1, wherein the printer device is installed at a shop.

7. (Currently amended) An advertisement transmitting system according to claim 1, wherein the accepting section accepts a request for printing an advertisement document ~~by making in response to a manual~~ operation of [[from]] an operating section provided at the printer device.

8. (Currently amended) An advertisement transmitting system according to claim 1, wherein the accepting section accepts a request for printing an advertisement document delivered from the portable terminal ~~telephone set~~ via wireless communication.

9. (Original) An advertisement transmitting system according to claim 1, wherein the accepting section having received the request for printing the advertisement document carries out individual authentication.

10. (Currently amended) An advertisement transmitting system in which a first device which makes communication with a portable terminal, a second device which has print data registered therein, and a printer device which has a communication function and carries out printing are connected to each other via a communication network ~~[[line]]~~, the first device comprising:

a storage section which stores advertisement information ~~which produces an advertisement~~ that contains image information for an advertisement;

a first production section which produces advertisement data that contains advertisement document information to be transmitted to the portable terminal by using advertisement information stored in the storage section;

a first transmission section which transmits advertisement data produced by the production section to the portable terminal via the communication network ~~line~~;

a first receiving section which receives via the communication network line ~~line~~ a request for printing an advertisement document contained in the advertisement data from the portable terminal;

a second production section which produces print data in response to the request for printing the advertisement document received at the first receiving section from the advertisement information stored in the storage section; and

a second transmission section which transmits the print data produced at the second production section to the second device,

the second device comprising:

a second receiving section which receives print data transmitted from the second transmission section; and

a registering section which registers the print data received from the second receiving section,

the printer device comprising:

an accepting section which accepts the request for printing the advertisement document;

a readout section which reads out the print data registered in the registering section in response to the request for printing the advertisement document accepted by the accepting section; and

a printing section which prints the print data read out at the readout section;

wherein the advertisement information contains advertisement layout information, advertisement type information, and user profile information which is added to address information of the portable terminal and used to determine items that are suited for a user of the portable terminal who is a target of the advertisement.

11. (Currently amended) An advertisement transmitting system in which a first device which makes communication with a portable terminal, a second device which has print data registered therein, and a printer device which has a communication function and carries out printing are connected to each other via a communication network ~~[[line]]~~, the first device comprising:

a storage section which stores advertisement information ~~which produces an advertisement~~ that contains image information for an advertisement;

a production section which produces advertisement data that contains advertisement document information to be transmitted to the portable terminal by using advertisement information stored in the storage section; and

a first transmission section which transmits advertisement data produced by the production section to the portable terminal via the communication network ~~[[line]]~~;

the second device comprising:

a receiving section which receives a request for printing an advertisement document contained in the advertisement data from the portable terminal via the communication network ~~[[line]]~~;

an acquiring section which acquires print data that corresponds to a request for printing an advertisement document received at the receiving section from advertisement information stored in the storage section via the communication network ~~[[line]]~~;

a registering section which registers print data acquired by the acquiring section,

a second transmission section which, after registering print data at the registering section, produces identification information and a password, followed by transmitting the identification information and password to the portable terminal via the communication network ~~[[line]]~~; and

a control section which carries out control for storing the identification information and password transmitted at the second transmission section, compares the information and password with the identification information and password transmitted from the printer

device, determines whether or not the request for printing the advertisement document can be made, and notifies the fact to the printer device,

the printer device comprising:

an accepting section which accepts a request for printing the advertisement document;

a request section which, when the accepting section has accepted the request for printing the advertisement document, requests input of the identification information and password;

a third transmission section which transmits the identification information and password inputted in response to a request of the request section to the second device;

a readout section which, when a notification that the request for printing the advertisement document is enabled has been received from the second device in response to the identification information and password transmitted by the third transmission section, reads out print data registered in the registering section according to the request for printing an advertisement document received by the accepting section; and

a printing section which prints print data read out by the readout section;

wherein the advertisement information contains advertisement layout information, advertisement type information, and user profile information which is added to address information of the portable terminal and used to determine items suited for a user of the portable terminal who is a target of the advertisement.

12. (Withdrawn) An advertisement transmitting system in which an information processing device which makes communication with a portable terminal and a printer device which has a communication function, the printer device carrying out printing, are connected to each other via a communication line, the printer device comprising:

a receiving section which receives a coupon print request from the portable terminal via the communication line; and

a control section which adds coupon information in response to the coupon print request received by the receiving section, followed by controlling coupon printing,

the information processing device comprising:

a reading section which reads coupon information added to the coupon printed under the control of the control section; and

a processing section which carries out processing based on the coupon information read by the reading section.

13. (Withdrawn) An advertisement transmitting system according to claim 12, wherein the receiving section receives a coupon print request from the portable terminal via Internet.

14. (Withdrawn) An advertisement transmitting system according to claim 12, wherein the coupon information printed after controlled by the control section is a bar code.

15. (Withdrawn) An advertisement transmitting system according to claim 12, wherein the reading section is a bar code reader which optically reads data.

16. (Withdrawn) An advertisement transmitting system in which an information processing device which makes communication with a portable terminal and a printer device which has a communication function, the printer device carrying out printing, are connected to each other via a communication line, the printer device comprising:

a receiving section which receives a ticket print request from the portable terminal via the communication line; and

a control section which adds authentication information in response to the ticket print request received by the receiving section, followed by controlling ticket printing,

the information processing device comprising:

a reading section which reads authentication information added to the ticket printed under the control of the control section; and

a display section which displays the authentication information read by the reading section.

17. (Withdrawn) An advertisement transmitting system according to claim 16, wherein the information processing device is provided at a facility such as theater where one can enter by the ticket.

18. (Withdrawn) An advertisement transmitting system according to claim 16, wherein the authentication information added to the control section is a customer's name and birthday.